
Data in concert
Orchestrating harmony with a
modern data platform
accenture

Contents

Introduction

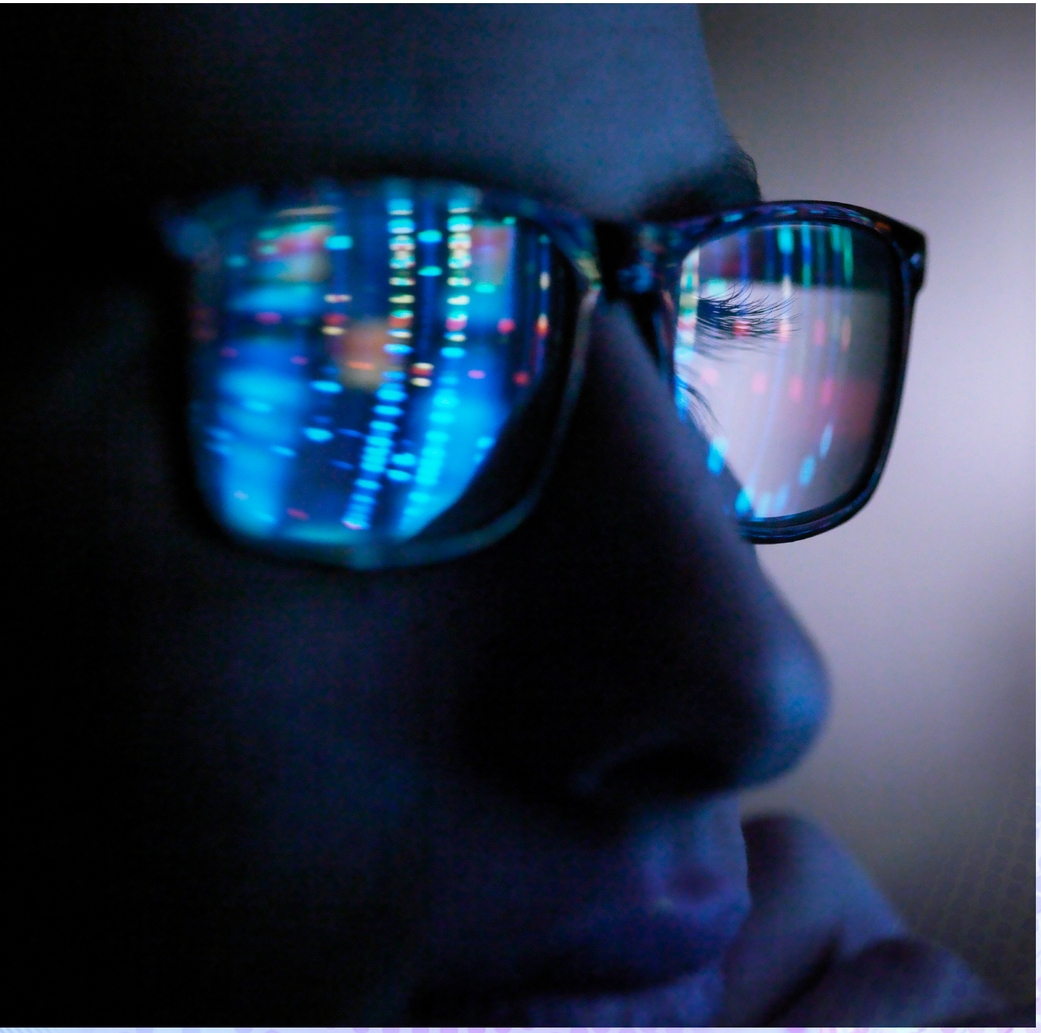
47% of CXOs say data readiness is the top challenge in applying generative AI.[1]

Generative AI (gen AI) is revolutionizing industries, driving unprecedented levels of innovation, and transforming how businesses operate. However, is your company ready for gen AI? Organizations need more than just vast amounts of data; they require a platform that harmonizes all components. Much like an orchestra needs a conductor, companies need a unified modern data platform to unlock gen AI's full potential. Without this, the promise of gen AI remains unfulfilled.

A solid data and AI foundation is like perfectly tuned instruments in a concert. It ensures that one of the most valuable business assets—proprietary data—becomes a competitive advantage. With the proper setup, businesses can unlock new opportunities for growth, innovation, and efficiency, making the harmony of gen AI's potential possible.

Setting the stage:

the role of a modern data intelligence platform in the digital core



In today's fast-paced digital environment, achieving reinvention readiness is crucial for organizations that aim to remain competitive and capitalize on the transformative power of gen AI. The digital core integrates key technological components—digital platforms, a data and AI backbone and a cloud-first digital foundation—ensuring the seamless operation and growth of an organization's technology stack. This core drives an organization's ability to innovate, scale operations efficiently, and respond swiftly to market changes.

So, what exactly is a digital core? It's a new way of working with and thinking about technology. It allows an organization to articulate its technological components effectively, enabling continuous innovation and operational excellence.

The digital core comprises several interacting elements:

Digital platforms that open new business opportunities and drive growth by integrating various applications and services.

Data and AI technologies that transform raw data into actionable insights.

A robust digital foundation that includes cloud infrastructure, composable integration, comprehensive security measures, and a control plane.

According to Accenture research, companies with a mature digital core aren't just keeping pace with change—they're setting the standard. These organizations, positioned in the top 25 percentile of the **Digital Core Index**, which measures the technological maturity level of organizations, are leading the charge by reinventing twice as many functions with gen AI and are projected to generate twice as much value as their peers. This data underscores the impact of a robust digital core: it's essential for any company aiming to become reinvention-ready and seize the full potential of gen AI. [2]

Achieving reinvention readiness—where an organization can continuously adapt, innovate, and thrive in a rapidly changing environment—depends on a well-constructed digital core. Three foundational tenets support this readiness:

Building an industry-leading digital core tailored to specific business needs.

Boosting strategic investments in innovation.

Balancing technical debt to maintain flexibility.

Each element is crucial, and investing in a **modern data intelligence platform is critical to advancing all three**. A robust data platform not only underpins the digital core, ensuring that data is accessible and reliable, but also enables organizations to effectively leverage gen AI, drive innovation, and maintain agility in their operations.

While structured data has long been central to decision-making, unstructured data—from text and video to audio—can unlock even richer, more contextual insights. Unstructured data has so much potential because it provides a real-life, unfiltered representation of a company's business. The right data intelligence platform enables organizations to break down data silos and gain a more holistic view, ensuring both types of data are used.

Accenture's analysis indicates that companies advancing their digital cores through these three tenets—building, boosting, and balancing—are 60% more likely to achieve higher revenue growth and 40% more likely to see improved profitability than their peers. This 60:40 effect highlights how critical a well-constructed digital core is for companies striving to become reinvention-ready and fully capitalize on the opportunities presented by gen AI.

A unified platform can elevate proprietary data, which provides deep insights into customers, products, and operations.

Tuning your instruments:
achieving data readiness

Central to the concept of reinvention readiness is the idea of data readiness. Organizations must ensure their data is well-prepared and harmonized before attempting to unlock the full potential of gen AI. Data readiness isn't just about quantity—it's about quality.

Poor data leads to faulty gen AI outcomes and undermines the entire initiative. Data quality is critical and involves several key factors:

- Consistency reduces errors and ensures seamless data integration.
- Completeness ensures that all necessary data is available for analysis, preventing skewed results.
- Timeliness guarantees that data remains up-to-date and relevant.

Gartner research highlights that data quality issues are a leading cause of AI project failures, costing businesses significantly when not addressed. This challenge becomes even more apparent with predictions that 30% of generative AI initiatives will stall at the proof-of-concept stage by the end of 2025 as organizations struggle to transition to full implementation due to unresolved data quality and readiness issues.[3]

Beyond structured data, there's an increasing need to draw value from unstructured data, such as customer interactions or real-time media streams, which can offer deeper business insights. To unlock the potential of unstructured data, it must be made more available by extending data architectures, security, and governance to make unstructured data more usable across your business.

Data readiness also seamlessly integrates these disparate data sources into a cohesive ecosystem. Just as important is having a modern platform that not only stores and manages data but also guarantees that the data is of high quality, well-integrated, and easily accessible.

A modern data intelligence platform facilitates this integration, breaking down silos and providing a comprehensive view of the organization's operations. Enhancing accessibility and integration enables the generation of actionable insights, empowering informed decision-making across the enterprise. Accenture's research identified that the highest performing companies are 2.4 times more likely to store their data in a specialized modern data platform in the cloud.[4]

Companies need well-integrated and responsibly governed data to leverage generative AI fully.

Data Governance: The key to building a robust data foundation

Strong data governance ensures security, regulatory compliance, and continuous data quality. Equally important is ensuring data is accessible to the right people at the right time. Not everyone in an organization will have the exact same data needs, so access levels must be tailored to ensure employees have the information they need without compromising security. Embracing data architectures built on open-source technologies enhances flexibility and innovation, allowing for seamless integration of external and internal data sources.

Additionally, reskilling and upskilling employees is vital to ensure they can effectively use new AI tools and adapt to new data governance practices. Clear policies and procedures for managing these elements build trust, enabling businesses to use new AI confidently.

Regular data maintenance—such as cleaning and updating data—ensures that the information remains accurate and relevant over time, but this is just the beginning. Gen AI can generate new synthetic data, enabling companies to explore multiple scenarios without the extensive costs associated with real data collection.

Continuous data monitoring helps proactively address issues before they impact AI-driven initiatives.

A robust governance framework allows businesses to build trust in their data—critical for making confident, informed decisions and achieving gen AI's full potential.

Conducting the orchestra:

the need for a modern data intelligence platform

Access to cross-functional data breaks down boundaries and opens the organization to new ways of working. This is accomplished when every part of the business shifts to making data available, treating it as a product packaged to be safe, easy-to-use, and able to provide trusted insights.

Companies must also invest in the architectures and operating models to create, use, and manage these data products: **an advanced data infrastructure is required to orchestrate the complexities of today's data landscape.** This system ensures data is collected and harmonized, driving innovation and informed decision-making across the enterprise.

As data demands grow, scalability becomes essential. However, companies are increasingly concerned with rising costs. Businesses must manage costs effectively while maintaining performance. A data intelligence platform should provide tools for cost management, visibility into usage, and resource optimization, enabling organizations to scale confidently while maintaining budget control.

This infrastructure supports operational efficiency and long-term growth and integrates advanced analytics, empowering businesses with data-driven insights. Its flexibility allows it to evolve with changing needs, supporting various data types and sources and ensuring infrastructure relevance over time.

Gen AI is capable of jumpstarting data readiness. Applying gen AI to current data processes can enhance various aspects of the data supply chain, from capture to consumption. Use cases include helping summarize and classify business data requirements, automatically generating design documents, test cases, and data, and generating workbooks and deployment scripts. The appropriate stack provides opportunities to leap-frog legacy systems and slow-working methods.

These opportunities are not free of risk. In today's complex regulatory environment, security and compliance are crucial, and gen AI introduces new challenges, particularly when it comes to data governance and security. Security measures ensure that operations remain protected and compliant with regulations. This is especially important for organizations managing sensitive information, as trust and adherence to legal standards are critical to long-term success.

The right solution enables organizations to leverage the power of gen AI and achieve broader business goals, including driving innovation, reducing technical debt, and facilitating continuous reinvention in the digital era. A well-orchestrated system unlocks these outcomes, allowing businesses to thrive in a rapidly evolving technological landscape.

Symphony of innovation:
a modern data intelligence platform in action

What does a comprehensive solution for managing data and AI look like in today's tech-driven market? **Databricks provides a compelling example**. The modern data intelligence platform exemplifies the essential characteristics needed to thrive in today's digital landscape. Designed to manage the entire data and AI lifecycle, Databricks integrates seamlessly with multiple cloud environments, offering an open and unified platform supporting data management and AI-driven initiatives.

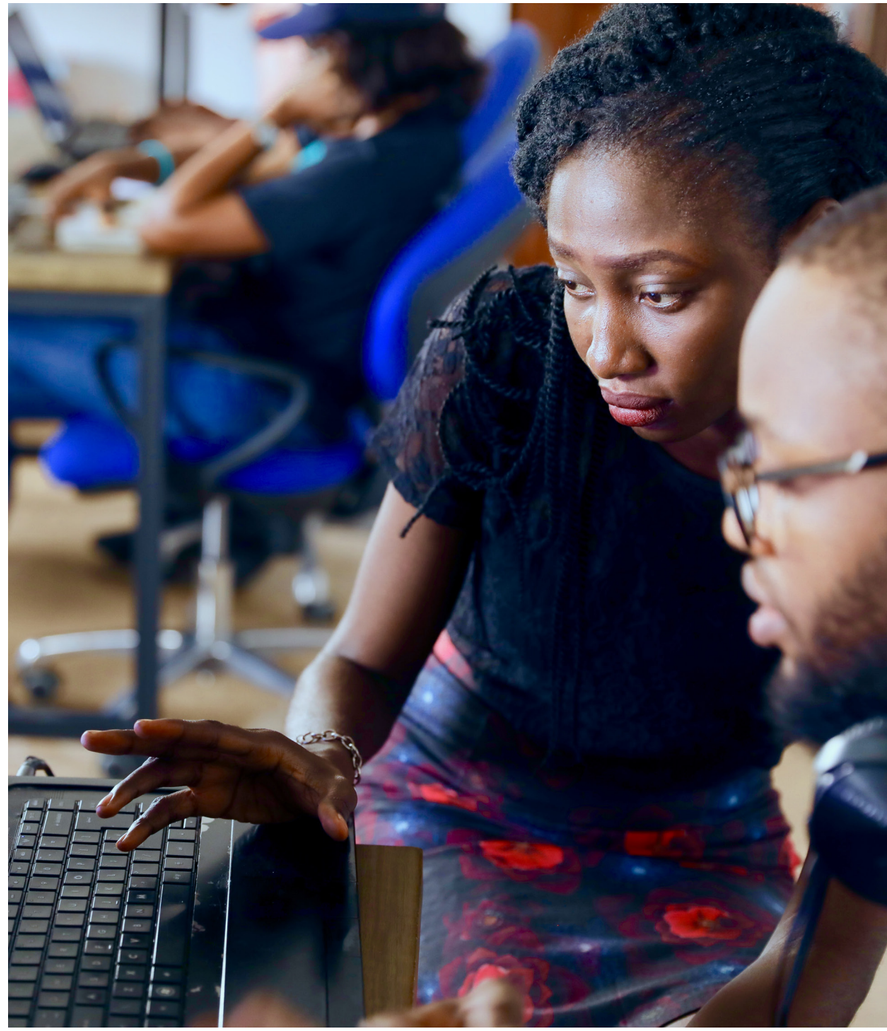
The platform's lakehouse architecture is particularly significant. By merging the flexibility of data lakes with the reliability and performance of data warehouses, Databricks enables organizations to centralize their data management, reducing the need for multiple systems and allowing for more streamlined operations and governance. This centralization is crucial for businesses aiming to leverage gen AI, ensuring that data is readily available, adequately governed, and primed for advanced analytics and AI applications.

An illustration of Databricks' effectiveness is its deployment in the telecommunications industry. One prominent telecom company tackled the challenge of deriving insights from extensive customer interactions at their call centers. Their previous technology struggled to deliver the required analytical speed and depth in an industry where a rapid and precise understanding of customer needs is crucial.

To overcome this, the telecom company turned to gen AI, utilizing large language models (LLMs) powered by Databricks. These models were trained on over 100,000 customer calls, detailed calling plans and equipment identifying structured and unstructured datasets with humans in the loop to fine tune the model.

Databricks provided the critical infrastructure to manage and scale these models, ensuring they could process large volumes of data in real-time and deliver actionable insights. The combination of Accenture's gen AI, telecom and call center experts with Databricks Mosaic ML Platform resulted in a gen AI model that understood the conversation with customer-facing accuracy, 90X faster processing of the conversations and new understanding of call drivers and agent actions that were previously unknown.

Through this deployment, the company is transforming its customer service operations – an example of how the Databricks Data Intelligence Platform enables business innovation. The platform's scalability, robust security features and ability to integrate advanced analytics were paramount to this reinvention.



In addition to its external deployments, Accenture leverages Databricks extensively within its own AI initiatives. One key example is the integration of Databricks' advanced Retrieval Augmented Generation (RAG) capabilities, which are pivotal in enabling scalable, context-aware AI solutions. Through the Databricks platform, Accenture Generative AI Studios harnessed Databricks Vector Index to create a robust retrieval system for its AI-powered applications. This technology allows for the seamless management of large datasets, combining Databricks' data infrastructure with intelligent model orchestration.

Accenture has implemented Databricks to augment the performance of its AI-assistants solutions, like those used by clients in insurance or financial services. By leveraging open-source models and Langchain integration, these assistants can deliver precise, context-rich responses to customer inquiries, reducing wait times and improving operational efficiency. This approach also enables real-time personalization, ensuring that interactions are tailored to the needs of individual users.

Moreover, the lakehouse architecture within Databricks plays a critical role in ensuring data governance and security, which are crucial when scaling AI systems. Accenture uses Databricks' Unity Catalog to maintain control over access to sensitive data, employing a fine-tuned indexing system that enhances security while ensuring the availability of relevant information for decision-making.

Through these efforts, Accenture has been able to transform how it delivers AI-driven solutions, solutions optimized for speed, scalability, and security—all while maintaining the flexibility needed to adapt to evolving client needs.

Conclusion: orchestrating the future with a modern data intelligence platform

To transform this data into actionable insights, businesses need the right platform—one that seamlessly integrates diverse data sources, supports collaboration, and fosters innovation across the organization.

By investing in a modern data intelligence platform, businesses are not just managing data; they are setting the stage for continuous innovation and growth. Such a platform supports the agility needed to respond to market changes, the scalability required to manage increasing data volumes, and the security essential for maintaining trust in a complex regulatory environment. **As organizations strive to reduce technical debt and leverage the transformative potential of gen AI, a well-orchestrated data intelligence platform becomes indispensable.**

Looking ahead, the businesses that recognize the critical importance of their digital core and the modern data platforms that support it are more likely to thrive. These companies will be best positioned to navigate the challenges of the digital age, transforming raw data into harmonious insights that propel them ahead of the competition. As technological change accelerates, the ability to integrate data effectively will be the key to sustained success and leadership in the global marketplace.

In the symphony of modern business, data plays the melody that drives decision-making and innovation.

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About Accenture

Accenture is a leading global professional services company that helps the world's leading organizations build their digital core, optimize their operations, accelerate revenue growth and enhance services—creating tangible value at speed and scale. We are a talent- and innovation-led company with 774,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. Our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities.

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